

## 1.0 LOCAL BIH ACTIVITIES

1.1 **Policy:** The State Maternal and Child Health (MCH) Branch funds local health jurisdictions to conduct a BIH Program in their communities to improve the birth outcomes and overall health of African-American women and their families.

1.2 **Requirements:**  
All agencies will:

- 1.2.1 Refer their clients to prenatal care. They should seek out culturally competent providers for referral. Cultural competence within the health system requires:
  - Care that is administered with an understanding of and respect for the patient's health-related beliefs and cultural values; care that takes into account disease prevalence and treatment outcomes specific to different populations; and that incorporates the active participation of community members and consumers.
  - Staff who respect the health-related beliefs, interpersonal styles, and attitudes and behaviors of the individuals, families, and communities they serve.
- 1.2.2 Operate a program that incorporates the four interventions entitled, "Community Exchange/ Awareness", "Case Management", "Social Support and Empowerment", and "Role of Men Services".
- 1.2.3 Promote overall health care that includes preconception and prenatal care including proper nutrition.
- 1.2.4 Coordinate and collaborate with other relevant programs and service providers such as Alcohol and Drug Programs to prevent substance abuse, and promote smoking cessation to improve birth outcomes for African-Americans.
- 1.2.5 Educate pregnant women to recognize signs and symptoms of pre-term labor, modify behaviors that may promote pre-term labor, and advise women when to seek medical care.
- 1.2.6 Discuss newborn sleeping patterns with mothers during follow-up visits and educate African-American families and the community on strategies to reduce the risks of Sudden Infant Death Syndrome (SIDS) deaths including the Back-to-Sleep campaign.

- 1.2.7 Host at least two Celebrate Healthy Baby Events to solicit the community's support, assistance, and volunteerism to enhance access to perinatal care, provide education and information regarding community resources, and other support services.
- 1.2.8 Implement client follow-up services to adhere to standardized medical guidelines for well-baby care, proper immunizations, and maintenance of other services seen as essential for the well being of infants from birth through 12 months.
- 1.2.9 Maintain a culturally competent BIH Community Advisory Board for the purpose of developing and strengthening local partnerships and to solicit input and advice on strategies to alter adverse African-American birth outcomes.
- 1.2.10 Share Fetal Infant Mortality Review (FIMR) findings concerning African-American infant deaths with local BIH Advisory Boards in order to effect change to reduce fetal and infant mortality.
- 1.2.11 Update and maintain the BIH Data Collection System (MIS).

### **1.3 Procedures for Local Activities**

- 1.3.1 Submit the MCH Annual Report as specified in MCH Report Section 1.3.
- 1.3.2 Submit monthly data pursuant to the Subcontractor UCSD.